

**MINUTES OF THE OPEN SESSION**  
**OF THE MEETING OF JMSB FACULTY COUNCIL**

Held on Friday, November 11, 2011  
MB 15.254

**PRESENT**

A. Hochstein, Interim Dean and Chair; A. Ahmad; A. Ackman; B. Barbieri; H. Bhabra; Z. Chudzinski; A.-M. Croteau; A. Dabora; B. Desai; C. Draimin; E. Ferrara; K. Fragos; L. He; A. Bakr Ibrahim; M. Islam; G. Kanaan; L. Katsanis; H. Kim; I. Kraulis; C. Law; J. Longo; R. Molz; F. Nebebe; D. Newton; P. Pietromonaco; R. Saade; A. Satir; D. Shakibaian; M. Sharma; H. Simpkins; G. Synanidis; H. Turmurcuoglu; T. Walker; U. Wassmer

**ABSENT**

J. Ahmad; G. Beasley; S. Brutus; S. Carliner; G. Fisher; D. Graham; B. Kaufman; A. Laframboise; F. Lowy; M. Luciano; R. Oppenheimer; I. Rakita; C.A. Ross; S. Sekar; P. Wood-Adams

**GUESTS**

F. Crooks; T. Hagyard; C. Law; J. Levinson; W. Meder; Y. Mitko; P. O'Brien; J. Pelletier

1. **Call to order**

The meeting was called to order at 9:30 a.m.

2. **Approval of the Agenda**

R-2011-7-1      *Upon motion duly moved and seconded (L. Katsanis, M. Sharma), Council approved the Agenda as presented.*

3. **Open Meeting**

4. **Approval of the Minutes of the Meeting held October 14, 2011**

R-2011-7-2      *Upon motion duly moved and seconded (M. Sharma, B. Barbieri), Council approved the Minutes with the following corrections:*

*In the "Present" portion of the Minutes: ~~He~~ L. He*

*p. 4, 1<sup>st</sup> bullet point: ~~FINA~~ FINA*

*p.4 2<sup>nd</sup> bullet point, addition of FINA 470, FINA 471*

*p.4 Item 14.3 Addition of Kanaan after Associate Dean*

5. **Business Arising from the Minutes**

The following issues were addressed:

Prof. Sharma had mentioned in the last meeting that he felt the classroom his course was in was too small to give a midterm exam. It was explained that an alternative was offered but since it was in a different building and because he did not feel that he had enough time to advise the students, Prof. Sharma did not change the room.

Dean Hochstein mentioned that there were questions regarding the graduate statistics submitted at the last meeting of Council. He mentioned that Associate Dean Ibrahim was present along with Frank Crooks and therefore the EMBA statistics would be addressed today.

6. Chair's Remarks and Question Period

The Chair welcomed John Longo as the Staff representative and introduced the following guests:

- Me Peter O'Brien  
Me O'Brien explained that he has been involved with the MBA International Case Competition (ICC) for the last 5 years. He has been Chair of the Board this year but was in the position of Consultant to the Organizing team, Bill Meder's current position for the 4 previous years.  
He explained that the MBA ICC is a student organized event. There is an organizing team of 4 students who report to Mr. Meder.
- Mr. William Meder  
Mr. Meder gave a brief breakdown of his professional experience and an update on the preparations for the MBA ICC competition in January. He encouraged Council members to support the competition by attending the events.
- Professor Bob Travica, Visiting Professor, Department  
Prof. Travica explained that he was organizing a kiosk in the lobby for a couple of days in November to pay tribute to Steve Jobs.
- Ms. Johanne Pelletier  
Ms. Pelletier addressed Council to announce an exciting new MOU that has been signed with the Canadian government (Canadian Border Services Agency) through the Deputy Minister Champion program that seeks to connect institutions with government officials.

The Chair thanked the guests for attending and made the following remarks:

- He invited all Council members to attend convocation and mentioned that this is a very special time for the students and it is important to celebrate this milestone in their lives.
- A minute of silence will be observed at 11:00 am
- He congratulated Prof. Simpkins on the success of "Ad Week" in New York
- The Academic plan was passed at Senate on November 4
- The Advisory Search Committees have been struck for the Chairs of Accountancy, Management and Marketing
- Rona mentioned the training received through the JMSB Executive Centre in their Annual Report. He congratulated the Executive Centre on this important news.
- AACSB maintenance of accreditation preparations are ongoing. All support staff were advised of the upcoming visit of the team and the Chair would be meeting with members of the student body. The report is due by the end of November.

### Consent Agenda

7. Reports from the Associate Deans
8. Reports from other University Bodies
9. Staff Report

### Regular Agenda

#### 10. CASA Report

Mr. Synanidis gave a brief update on important events for CASA (Sports Marketing/upcoming competitions). Ms. Chudzinski gave an update on the preparations for the JMUC and mentioned that the organizers were meeting with the MBA ICC team to increase the synergy with the two efforts. Ms. Fragos explained the important involvement in community initiatives (SIFE, All in for Hunger)

#### 11. JMGSA Report

Mr. Law updated the members of Council on the recent events organized by JMGSA. As well, he mentioned the interest in Grad Pro Skills from the graduate student perspective.

#### 12. Reports from the Associate Deans

##### 12.1 A. Bakr Ibrahim, Associate Dean, Masters and Graduate Diploma Programs

In response to the query regarding enrollment statistics at the October meeting, Associate Dean Ibrahim supported the statements of Ms. Law that several factors lead to a lower rate in some areas for this year but that the outlook was healthy.

#### 13. Annual Reports

##### 13.1 Executive MBA (JMSB-2011-07A-01)

Council granted speaking privileges to Professor Frank Crooks. Prof. Crooks gave a brief summary of the report. He explained that the focus for his term would be enrolment. In this respect, entrance support equaling 10% has been initiated for early registrants. As well, no GMAT would be required for applicants with a GPA over 3 or who already possess a Masters or PhD.

There was a suggestion to create alliances with other EMBA programs to further the enrollment goal.

The Chair thanked Professor Crooks for his presentation and mentioned that the EMBA and Goodman programs would soon be moving to their new home on the 10<sup>th</sup> floor of the MB.

#### 11:00 am NOVEMBER 11

At this point, Prof. Dramin made a brief comment on the importance of respecting Remembrance Day. A minute of silence was observed.

#### 14. Next Meeting

The next regular meeting of the JMSB Faculty Council will take place on December 16, 2011 at 9:30am in MB 15.254.

#### 15. Adjournment

On a motion duly seconded (M. Sharma, L. Katsanis), the meeting was adjourned at 11:05 am.

**JMSB 2008-2013 STRATEGIC PLAN  
PROGRESS REPORT  
Revised: November 14, 2011**

**4.0 JMSB Mission, Strategic Intent and Value Proposition**

**4.1 JMSB Mission**

In October, 2007 JMSB Faculty Council approved a new mission statement for the school. This statement was developed after a consultation with various JMSB constituencies:

*We educate students to enable them to become business leaders and responsible global citizens. We place strong emphasis on teaching, research and scholarship, and we strive for an intellectual climate in which excellence, innovation and imagination flourish. As an urban business school, we welcome Concordia's multilingual and multicultural constituency. Our international faculty, diverse student body, strong links to the local business community and relationships with international partners provide a learning environment that responds to the demands of a global economy and recognizes the realities of the contemporary world to achieve a better future.*

**4.2 A New Strategic Intent**

In the strategic plan developed in 2000-2001, the strategic intent of JMSB was to be one of the top five business schools in Canada. The Strategic Planning Task Force recommends a new strategic intent and vision based on creating new value for our graduates in light of the new mission statement of JMSB. Our definition of success (winning) for JMSB is that our programs will provide exceptional value for our students so that graduation from the JMSB B.Comm, MBA or other programs (because of the JMSB reputation) makes these graduates special.

**New JMSB Strategic Intent**

***To make a JMSB education a mark of distinction and differentiation.***

**JMSB Vision**

- ***To have graduation from JMSB valued as special and more than just completion of a program***
- ***To educate managers of the future who can succeed in a constantly changing global environment***
- ***To be one of the top 5 business schools in Canada and one of the top 100 in the world***
- ***To have employers prefer our graduates over graduates from other schools***
- ***To have JMSB regarded as a source of expertise, relevant research activity and an important resource for Quebec, Canada and international business***
- ***To be known for our expertise in preparing students for global management and the management of diversity***
- ***To have a learning environment that is productive, enjoyable and social***